



BUILDING BUSINESS FOR A GREATER NEWARK

Serving Non-Profits

With several dozen non-profit organizations and hundreds of businesses as members, NRBP is the nexus of these interdependent entities. Businesses often provide financial and in-kind contributions to non-profits and non-profits in turn supply services that are important for the region's economic, family and cultural well-being. Non-profits, many with multi-million dollar budgets, are also a source of business for some NRBP members.

When we asked our members whether they provide special services for non-profits, the answer was a resounding YES. Members providing services to for profit and non-profit firms agreed that the recession has hit all types of organizations, but Jason Sobel,



counsel at **Genova, Burns and Giantomasi** sees "fewer external factors affecting the bottom line at for profit corporations where there is not a significant reliance on government funding."

While "everyone seems to be adversely affected, the non-profits are facing a 'catch-22' situation," says Sally Glick, principal of the firm and chief growth strategist at accounting firm **Sobel & Co.** "As government programs have been cut back, the economy has worsened, and foundation donations and other grants are decreasing, programs and services by non-profits are more in demand than ever. Both non-profits and for-profits have the same goal. It is helpful that we understand the different issues that non-profits face when dealing with boards, volunteers and donors, but the methodical and business-like approach is the same for every client."



"As a law firm we have to make sure that we are delivering quality legal services in a cost-effective manner. That's also the case in the for profit world, where boards of directors and management have to answer to shareholders, but it is of huge importance among foundations, charities and other non-profits," says Ed Stevenson, partner at law firm **Herrick, Feinstein LLP.** "For profit businesses tend to be driven by numbers and less by emotion, so we view it as important that our clients can mesh their passion with savvy business sense. Philanthropic giving tends to lag behind the overall economic rebound, so businesses will probably see an upturn more quickly than non-profits."



Avis Yates Rivers, president of **Technology Concepts Group LLC** and a NRBP board member provides "managed services to non-profits because they often don't have adequate IT expertise on staff. Components of a managed service delivery can include business analysis, network design, implementation and support, hardware, software, maintenance and repair and equipment leasing."



Wachovia provides "specialized products geared specifically for non-profits," says Maureen O'Hara, vice president of business banking and NRBP board member. Contrary to other feedback from law and accounting firms, she says "for-profit companies have been more adversely affected than my non-profit clients."



"Typically there is much more 'client education' required in working with non-profits, especially those that are smaller or volunteer based. That's actually the part we enjoy, helping these organizations work more like businesses," says Kathy Clayton, principal at accounting firm **SGA Group, P.C.**

Some firms have honed services that help non-profits identify new sources of funding. **Environmental Strategies and Applications** president Stephen Fauer offers non-profits professional services to "address thorny problems by informing them of various grant programs (designed and dedicated to non-profits) that pay for selected environmental services."

see *Serving Non-Profits* page 3

Inside Connections...

MEMBER CORNER:
OWNING, BUYING AND
SELLING REAL ESTATE

MEMBER NEWS

EXECUTIVE
HONORED AT
ANNUAL BLACK-TIE
DINNER

NRBP WELCOMES
NEW MEMBERS

UPCOMING NRBP EVENTS



Horizon Blue Cross Blue Shield of New Jersey interviews Nancy Healey, Executive Director of Susan G. Komen for the Cure Central and South Jersey Affiliate.

Q: How prevalent is breast cancer for women?

NH: One in eight women will be diagnosed with breast cancer in their lifetime. And while there is a lot of information about high risk factors, less than 10% of all breast cancer patients have those risk factors.

“My responsibility is to find the best health care at the lowest cost for the women of this office.”

Q: What should they know about health care?

NH: Just that you can't ever underestimate the impact of having a life-threatening disease because usually there is no preparation or warning for it. Having health care in place makes all of the difference in the world. Not only does it

ensure good doctors are there for you to help save your life, but it eliminates a lot of the stress of your diagnosis.

Q: What is your health insurance? And why?

NH: Well, clearly my responsibility is to find the best health care at the lowest cost for the women of this office. I work with a broker who helps me look at different plans, and he submits a wide variety of different plans and different options, and it has been Horizon Blue Cross Blue Shield every time.

Q: What do you think of Horizon BCBSNJ as an organization?

NH: Their core values are perfectly in alignment with our core values here at Komen – to empower women, to provide adequate health care for every woman, to really ensure wellness for women.

For businesses across the state, Horizon Blue Cross Blue Shield of New Jersey is the plan of choice. To find out more, call your broker or visit www.MakingHealthcareWork.com.



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Welcome New Members

Companies, organizations and individuals join NRBP for a host of good reasons – business development, peer-to-peer networking, business information, community interaction and public policy advocacy among them. The following are new members since the last issue. Please give serious consideration to using a member company for products and services that you require.

To see the entire membership directory, please go to www.newarkrbp.org.

AARP New Jersey
NON-PROFIT ORGANIZATION
Hendricks S. Davis
Princeton, NJ
www.aarp.org

Daidone Electric Inc.
ELECTRICAL
200 Raymond Blvd
Newark, NJ 07930

ENRG The Audit Group
CONSULTANTS/
ENVIRONMENTAL
Nancy Simonic
Montclair, NJ

McElroy, Deutsch, Mulvaney & Carpenter, LLC
LAWYERS
Robert P. Donovan, Esq.
Newark, NJ
www.mdmc-law.com

Montclair State University
UNIVERSITY
Shivaun Gaines
Montclair, NJ
www.montclair.edu

Timothy Haahs & Associates, Inc.
PARKING SERVICES
Jim Zullo
New Brunswick, NJ
www.timhaahs.com

Write on Sports
EDUCATIONAL SERVICES
D. Byron Yake
West Orange, NJ
www.writeonsports.org

For membership details,
please contact Lorraine Gretchen, Membership Services Coordinator at (973) 242-4228.

Serving Non-Profits *(continued from page 1)*



Michael Powers, assistant vice president of marketing and business development at Garden Savings Federal Credit Union concurs saying, “We have not seen a discernible difference between our non-profit and for-profit organizations. As a non-profit ourselves, we are in touch

with the unique financial needs of non-profits and their employees as well and work to provide them with a banking solution that makes sense for them.”



Mark Quinn, president of the Greater Newark Business Development Consortium, a non-profit that lends and provides technical assistance to small businesses, “provides business counseling” to help businesses succeed in spite of financial challenges.

Michael Petrucci, assistant vice president and senior manager for Newark at TD Bank notes, “We don’t charge service fees on not-for-profit accounts and the client can earn interest on all funds on deposit, whether they are operating or investment funds. TD Bank partners with not-for-profits by offering financial literacy programs, in-kind services at events, and programmatic support through the TD Bank



Foundation. The major difference in working with non-for-profit clients is understanding the impact that every single dollar can make for a non-profit and that the proper management of every dollar can be vital to their continuing operations.”

“A non-profit can have operational issues that are numerous and complex. In some cases they are unique to non-profits, and in others, they mimic the issues that for profit companies face. We cooperate with other firms – accounting for instance – to make sure that our mutual clients receive comprehensive services, advice and solutions for all of their needs. In the final analysis, the clients get all the services they need from a collection of cooperating professional providers,” says Mr. Stevenson.

Each year, for profit businesses donate millions of dollars worth of time to non-profits each year in a myriad of ways beyond delivery of professional services, including capacity building through training, board service and equipment donation. If your firm provides pro-bono service, we would like to know about it for a possible follow up article. To comment, please contact Barbara Kauffman at bkauffman@newarkrbp.org.

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Owning, Buying and Selling Real Estate: How Do the Most Recent Changes in NJ's Environmental Laws Affect You?

By Stephen E. Fauer, President,
Environmental Strategies & Applications, Inc.

Real estate deals can fall apart due to environmental issues. The importance of retaining an experienced New Jersey based environmental consultant cannot be overstated, especially with the advent of the Site Remediation Reform Act (SRRRA) of 2009.

There are many interesting wrinkles that must be explored when evaluating a property. Some property owners qualify for monetary relief for environmental cleanup by virtue of old insurance policies or even state grants. Some brownfield purchasers qualify for state reimbursement of environmental costs. And some individuals who would otherwise qualify for monetary relief forfeit their rights to this money because incorrect steps are taken.

If you are buying a brownfield property you must perform the correct form of due diligence known as a Preliminary Assessment (PA). An ASTM Phase I site assessment (a form of due diligence accepted in all 50 states) is, ironically, unacceptable for environmental projects that must pass before the New Jersey Department of Environmental Protection (NJDEP). Moreover there are various forms of monetary reimbursement for buyers of brownfields. It is imperative that you explore these avenues as early in the buying process as possible. Understanding these issues up front will help you negotiate the best deal.

What if you own a property that has environmental impacts that need to be addressed? Did you buy the property prior to December 31, 1983? If so you may qualify for a state grant. Did the environmental impacts occur on or before 1986? If so you may be able to file a claim under an old insurance policy. To best serve your interests your consultant must know the latest environmental regulations, understand how to capitalize on each form of monetary relief, and should possess keen expertise in New Jersey's SRRRA and know the benefits and pitfalls of using a licensed site remediation professional (LSRP).

For more information, call Stephen Fauer at (732) 469-8888.



Member NEWS

Birdsall Services Group (BSG) a premier engineering and consulting firm, announced the purchase of select assets of CMX, Inc., an engineering firm with office locations in Manalapan, Parsippany, and Voorhees, NJ as well as White Plains, NY. The company also announced the addition of R. Michael McKenna, PE, PP as senior vice president of land development. Mr. McKenna will be based out of the company's Lakewood office.

Bravo! Group Services, Inc. announced that Michael Amoroso has joined the company as vice president of sales and marketing. Mr. Amoroso will have overall responsibility for developing and managing corporate-wide business development and marketing initiatives and programs.

Fletcher Thompson, an award-winning full-service architecture, engineering and interior design firm is proud to announce the celebration of its 100-year anniversary. With six East Coast offices, the company is growing regionally with an eye toward future expansion, both geographically and in the range of the professional services it offers.

Genova Burns announced that Francis J. Giantomasi, Esq. has joined the firm as a name partner. The new firm name will be Genova, Burns & Giantomasi. Mr. Giantomasi joined the firm with his colleagues from Newark's Giantomasi & Oliveira including long-time partner Michael J. Oliveira, Esq. and associates Gemma M. Giantomasi, Esq. and Anthony F. Belotta, Esq.

Jordan Baris Inc. Realtors, one of the larger independent real estate brokerages in Northern New Jersey, announced the appointment of Adam Glickman as a senior vice president specializing in industrial space with the firm's commercial brokerage division.

Karl Pehnke has joined **Langan Engineering & Environmental Services** as an associate. Mr. Pehnke has nearly 25 years of extensive traffic engineering, parking and transportation planning experience throughout NJ, NY, PA and CT.

McCarter & English LLP has named three new partners in the practice areas of business & financial services litigation and labor & employment law. Gregory D. Cote, Amy Haberman and Christopher Mayer are partners in the firm.

NRBP board member Marjorie Perry, president and CEO of **MZM Construction & Management Company** was appointed by Governor Chris Christie to the NJ Economic Development Authority board of directors in April, 2010.

Newark Beth Israel Medical Center announced that it has received three "Excellence Awards" from HealthGrades, the nation's leading independent healthcare rating organization. The 2010 awards recognize excellence in coronary intervention, maternity care, and prostatectomy.

Newark Public Radio, Inc (WBGO-FM) was awarded four honors at the 2010 New York Association of Black Journalists Annual Scholarship and Awards Dinner. The station won awards in the following categories: radio/business/technology; radio science/health; public affairs; and online/new media arts & entertainment. WBGO news department has won more than 45 NYABJ awards since 1998.

Rosaria Suriano, director at **Podvey, Meanor, Catenacci, Hildner, Cocozello & Chattman**, was appointed to the board of the Trinitas Health Foundation, a not-for-profit organization governed by outstanding community leaders who advocate for the needs of the Trinitas Regional Medical Center.

WISS & Company, LLP, a leading regional accounting firm that has served the New Jersey/New York metropolitan area since its inception in 1969 was recently named as one of the Best Places to Work in NJ for 2010 by NJBIZ Magazine. This is the third time that the accounting firm has made the list.

To submit your organization's member news, please send an e-mail to msteinberg@newarkrbp.org

WE'RE MAKING LOANS

Atlantic Federal Credit Union, *your not-for-profit, cooperative lender*, is making loans. The Credit Union is more than *twice* as well capitalized as required by federal regulators and wasn't involved in the financial industry meltdown. That let Atlantic Federal to continue to lend as usual and these days, that's worth noting.

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CALENDAR OF EVENTS

JUNE - JULY 2010

- June 2 Eye Opener:
"Emerging Technologies to
Combat Terrorism"
- June 11 Brown Bag Lunch:
Life and Career Planning
- June 17 Newark Insiders Forum:
"Newark As A Destination"
- July 21 Let's Do Lunch at Theater Square Grill
- July 22 Jazz in the Garden, The Newark Museum

SAVE THE DATE

September 20

Seventeenth Annual Outing at Roxiticus Golf Club

For more information or to register for NRBP's events,
please visit www.newarkrbp.org. Credit cards accepted.

****Event Date and Topic Subject to Change****

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Connections Celebrated & Executive Honored at Annual Black-Tie Dinner

NRBP Chairman of the Board Art Guida (l) presented Newark Alliance CEO Al Koepple with the 2010 Business Builder Award at the Verizon-sponsored Annual Black-Tie Dinner at The Newark Museum. More than 200 guests enjoyed high-level networking during the reception sponsored by Gibbons PC and Prudential Financial while raising nearly \$80,000 for the Renaissance Newark Foundation. RNF is a NRBP affiliate that sponsors activities designed to spur economic growth and employment in the Newark region.

Mr. Koepple was recognized for his dedication to Newark, service as a top executive for PSE&G and Bell Atlantic NJ as well as his unique role as an economic development leader in New Jersey. Governor Christie recently appointed Mr. Koepple to his second term as chairman of the board of the New Jersey Economic Development Authority.

Verizon's Sam Delgado welcomed the dinner guests and introduced Newark Mayor Cory Booker who recognized the honoree's outstanding business and community service and encouraged NRBP's members to follow Mr. Koepple's example in enthusiastic support for the revitalization of Newark.



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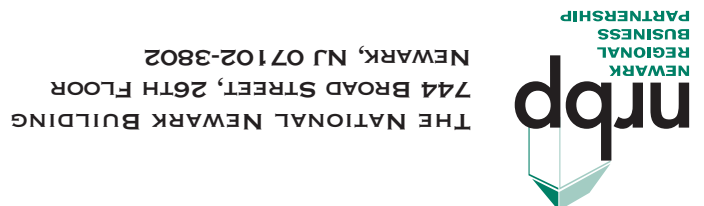
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